

Our #1 preventable cause of death

# TOBACCO

Our #1 health priority

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## Notes from the Washington State Department of Health, Tobacco Prevention and Control Program What's new on the tobacco front?

### Initiative 773 passes – now what?

In the November 6 election, voters approved Initiative 773 raising the tax on a pack of cigarettes by 60 cents. The initiative gives Washington the highest excise tax on cigarettes of any state at \$1.425 per pack and provides additional funding for health care programs including the statewide tobacco prevention and control program.

Tobacco control advocates can be pleased for several reasons.

1. Raising cigarette taxes *in states that have comprehensive anti-tobacco programs* has proven an effective way to lower youth smoking rates. After cigarette tax increases, youth smoking rates declined 41% in Oregon, 43% in California and 24% in Massachusetts. The tax increase takes effect January 1, 2002.
2. The initiative specifies that a portion of the revenue generated by the tax increase will be used to fund DOH's statewide tobacco prevention program to at least \$26.2 million per year, the amount requested in the plan developed for the program in 1999 by the Tobacco Prevention and Control Council. The program received \$15 million in its first year and has been appropriated roughly \$17.5 million for each year of the current biennium. The initiative calls for full funding of the program for each state fiscal year beginning on and after July 1, 2002.

The TPCP must now decide how to use the additional funds. Program Manager Terry Reid says the program will base its decisions on the plan developed by the Tobacco Prevention and Control Council in 1999. "The council did a good job of identifying effective ways to reduce tobacco use. We have followed their plan to the extent our budget has allowed. Full funding will allow us to fully achieve our original goals," he says. He adds that there will be ample opportunity for

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stakeholders to offer input on how the TPCP implements the original plan in light of the prospective budget increase.

### Don't take gifts from strangers

In an apparent fit of generosity the tobacco industry is increasingly offering its financial support to youth, school, and community tobacco prevention programs. At the TPCP the most frequently asked question of the day and the program's answer are:

**Q: Is it ok for us to accept support from, or use materials produced by, the tobacco industry to supplement our tobacco prevention program?**

A: This is a question that needs careful deliberation as the industry increases its efforts (both overt and covert) to influence public opinion in their favor. Industry offers of support are tempting, particularly for programs with lower funding resources. Much of what is produced seems appropriate on the surface but as one cog in the bigger effort to prevent and control tobacco use, one must consider carefully the impact of taking support or materials produced by the industry.

When working within the field of tobacco prevention, a program's reputation for integrity, credibility, social responsibility and accountability is its greatest asset. Our relationships and methods must be ethical, promote our mission of tobacco prevention and control, and not involve conflicts of interest, perceived or otherwise. We must avoid relationships, even something as simple as using materials, which could be publicly embarrassing, internally divisive, or are counterproductive to our goals.<sup>1</sup>

There are really two significant problems with accepting industry support or using materials that have been developed and/or marketed by the industry. The first is that research shows the materials produced by the industry don't work with youth. Research from California and Massachusetts shows that depicting the health consequences of tobacco use and focusing on industry marketing and advertising practices are what resonates most with youth. These messages are conspicuously absent from industry materials. Materials that focus on the "choice" theme (i.e. be yourself, you can choose whether to smoke), such as those run by Phillip Morris, were consistently rated the lowest by teens.<sup>2</sup>

The second problem is that by accepting industry support and/or materials, we are directly or indirectly furthering industry goals of self-promotion and legitimization of their actions. We can't allow our programs to provide their programs, policies, and reputations with a patina of credibility.<sup>3</sup> We need to avoid any perception (real or imagined) that public health programs partner with the industry in any way. Such perceptions only help the tobacco industry, giving them positive publicity and creating the appearance of responsible corporate action. Compare the \$100 million spent by the industry on *preventing* product use to the over \$7 billion a year in advertising *promoting* product use. We must be careful to not lend credibility to such industry tactics.

A good resource for additional information is the Campaign for Tobacco Free Kids. They have created a number of fact sheets on this topic, we would encourage you to read them and share

this information with your local coalition. You can find this information at [www.tobaccofreekids.org](http://www.tobaccofreekids.org). Particularly useful are:

- Model Guidelines for Nonprofits Evaluating Proposed Relationships with Other Organizations
- A Long History of Empty Promises: The Cigarette Companies' Youth Anti-Smoking Programs
- Phillip Morris and Targeting Kids
- Tobacco Company Quotes and Marketing to Kids

There *are* other options. If you need help in identifying appropriate materials, call your contract manager. They can help you find what you need and ways to get it. Thanks for the question.

*Notes:*

1. Campaign for Tobacco Free Kids: "Model Guidelines for Nonprofits"
2. Teenage Research Unlimited: "Counter Tobacco Advertising Exploratory Summary Report January-March 1999"
3. Campaign for Tobacco Free Kids: "A Long History of Empty Promises - The Cigarette Companies Youth Anti-Smoking Programs"

### **Accepting Funds from the tobacco industry: CDC Guidance for collaboration with the private sector**

Here is some additional useful guidance from the CDC concerning accepting funds from tobacco companies

<http://www.cdc.gov/nccdphp/dash/00binaries/TobindfdPS.PDF>

### **Unfiltered hits the road in eastern Washington**

*Unfiltered* and its host Piggy Thomas took to the road in eastern Washington last week, visiting nine schools in five days. At the end, Piggy was tired, students were having another think about the consequences of smoking, and sponsors were pleased with the positive publicity and the opportunity to reach youth in their community. At each stop Piggy talked about her former tobacco habit, how she was able to quit, and how she came to be an anti-tobacco activist. She followed her talk



*Piggy and friends at Selah High School*

with a showing of *Unfiltered*, DOH's reality show about five teens who attempt to quit smoking during a weekend in Seattle. *Unfiltered* has been edited from its original six episodes to a single thirty-five minute videotape for the tour. After the video showing, Piggy answered questions. Piggy is a celebrity to this audience. Most know who she is or have watched the MTV show she appeared in, *Road Rules*. Piggy answered a lot of questions about her MTV experiences, but before long the questions turned to tobacco use. They asked questions like: How much did you smoke? How long did it take you to stop? What was the hardest part about quitting?

After each show students gathered around to share their own experiences with tobacco, ask Piggy's advice or have their pictures taken with her.

The Yakima Herald Republic for November 9 contains an excellent description and photos of Piggy's visit to Selah High School. You can see it at <http://www.yakima-herald.com/cgi-bin/LiveQueue.acgi>

### **Yakima Prevention Summit a success**

Thanks to the hard work of many people and the participation by many of our contractors, the Yakima Prevention Summit on October 25-27 was a great success! A total of 1000 people ~ 650 adults and **350 youth** ~ attended the workshops ranging from advocacy to youth cessation. Feedback from participants indicated that the outstanding keynote speakers, wide range of topics with solid useful content, (and pretty good food) made for a worthwhile educational experience. The highlight of the conference for many was the Friday morning keynote by former U.S. Surgeon General Dr. Jocelyn Elders. Dr. Elders was a real asset to our conference. Her words inspired and motivated us and her presence brought some significant media attention to the event. Following her keynote, Dr. Elders held an hour-long conversation with 200+ youth in her workshop on teens, health, and the future. It was quite an opportunity to hear from our future leaders and one of our leading advocates on public health. The event closed out with a moving and personal keynote from Real World's Mohammed Bilal stressing the importance of connecting the pieces of prevention and involving youth to do this work. Congratulations to all who helped make it happen.

A very special thanks goes out to Linda Hartung of Wahkiakum County. Because of the overflow crowd at another youth session, Linda was asked (at the very last minute) to conduct an impromptu workshop for youth on the importance of icebreakers and how to conduct them. The

feedback from youth participating in the session was great - they learned something and had a good time doing it. Thanks Linda!

### Welcome Susan Zemek

Susan Zemek will take over on December 3 as the TPCP's new coordinator of Public Affairs and Education. Sue brings a wealth of welcome experience in the areas of media management, advertising and marketing, publications, and strategic communications. She worked most recently at the Department of Transportation as Director of Communications and Public Involvement, and has worked in similar positions with the Department of Natural Resources and the Parks and Recreation Commission. Sue will oversee the program's media and public relations contracts and direct its communications efforts.

### Goodbye Julie

Julie Pyatt, who managed the youth empowerment grant we received from the American Legacy Foundation last year, has resigned to pursue other interests. Julie was a valued staff member who could always be counted on to speak her mind, focus on the big picture and bring a bit of humor to daily TPCP life. And she did a great job putting together the pieces of the ALF grant. We will miss Julie's energy, enthusiasm and expertise. Carla Huyck will take over Julie's ALF grant responsibilities.

You can call Carla at 360 236-3678 or email her at [Carla.Huyck@doh.wa.gov](mailto:Carla.Huyck@doh.wa.gov)

### Winter Regional Contractor Meeting dates and times

Here are the dates and locations for the winter Regional Contractor meetings. All meetings listed begin at 9:00 a.m. and end at 4:00 p.m.

<u>Date</u>	<u>Locations</u>
Tuesday, February 12	Bremerton, Vancouver, Mt. Vernon
Wednesday, February 13	Burien, Lacey
Thursday, February 14	Spokane, Pasco (for Pasco and Yakima), Wenatchee

The meeting format will be similar to that used in the fall meetings – videoconference presentations in the morning followed by an opportunity for regional sharing and collaboration in the afternoon. To the extent possible, we will provide program updates in this newsletter prior to the meeting. We will reduce the amount of time spent on program updates during the meeting to allow more time for questions and responses.

For further information, contact your program manager.

### TPCP will offer regular media conference calls

The first of a series of quarterly conference calls between DOH, contractors and the media campaign's contractors will be held on December 13 from 10:30 a.m. to noon. The call will provide an opportunity for community contractors to hear the latest about the new advertising campaign and to address media issues directly with representatives of Sedgwick Rd. and MWW/Savitt. Sue Zemek, TPCP's new public awareness and media coordinator will facilitate the call. Watch for an email from your contract manager containing the agenda and call-in instructions.

Prior to the call, DOH will make available on its website a detailed county-by-county look at the media plan. Contract managers will forward instructions for accessing that information.

### Washington's telephone Quit Line reaches one year of service

Washington's toll-free telephone Quit Line launched one year ago has now received over 21,000 calls and provided services to over 13,000 callers. Quit Line users report a high rate of satisfaction. Over seventy percent say the Quit Line was helpful to them in their quitting process. You can see the DOH press release at: [http://www.doh.wa.gov/Publicat/2001\\_News/01-126.html](http://www.doh.wa.gov/Publicat/2001_News/01-126.html)

### Clearinghouse news

The clearinghouse is out of the red Quit Line pens. We do not have plans to order more in the near future.

For Clearinghouse information email Marie Hruban at [Marie.Hruban@doh.wa.gov](mailto:Marie.Hruban@doh.wa.gov)

### Scary news

According to the annual Federal Trade Commission (FTC) annual report, "2001 Report on Cigarette Sales, Advertising and Promotion", the tobacco industry reports that in 1999 that cigarette sales dropped from 1998 by 47.2 billion packs in the United States. At the same time advertising expenditures rose from \$6.73 billion to \$8.24, a 22.3% increase. These expenditures were the most ever reported to the FTC. Here are just a few examples of how these dollars are being spent:

- \$3.54 billion, 43%, of total industry spending was for "promotional allowances" (which includes payments to retailers for shelf space) which is up from \$2.88 billion in 1998.
- \$2.56 billion, 31%, was spent on "retail value added" promotions at the point of sale (including gear, 2 for 1 deals, etc.) which is up from 1.56 billion in 1998.
- In 1998 \$33.7 million was spent on distributing cigarette samples to the public, an increase of 133.5% from the 14.4 million spent on this activity in 1998.
- Spending on public entertainment (concerts, racing, fishing tournaments, etc.) was \$267.4 million, an increase of 7.6% over 1998.

These statistics and others including information on expenditures for internet, newspaper, magazine and direct mail advertising are listed in the FTC report titled "2001 Report on Cigarette Sales, Advertising and Promotion" available from the FTC at: <http://www.ftc.gov/bcp/menu-tobac.htm>. Other available reports you can find there include: "Cigars: No Such Thing As a Safe Smoke", "Comprehensive Smokeless Tobacco Health Education Act of 1986", "Federal Cigarette Labeling and Advertising Act of 1966" and others. These are great resources for educating community members, policy makers, students, and ourselves for the work that we do.

File this under the category of "*O-o-o, Scary!*"

**Questions, comments submissions**

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, you are welcome to submit an announcement to this newsletter. Comments on the newsletter are always welcome. Send your announcement or comments to [larry.champine@doh.wa.gov](mailto:larry.champine@doh.wa.gov) or call 360.236.3614.